

Use Case: Location-Based Advertising over Wi-Fi



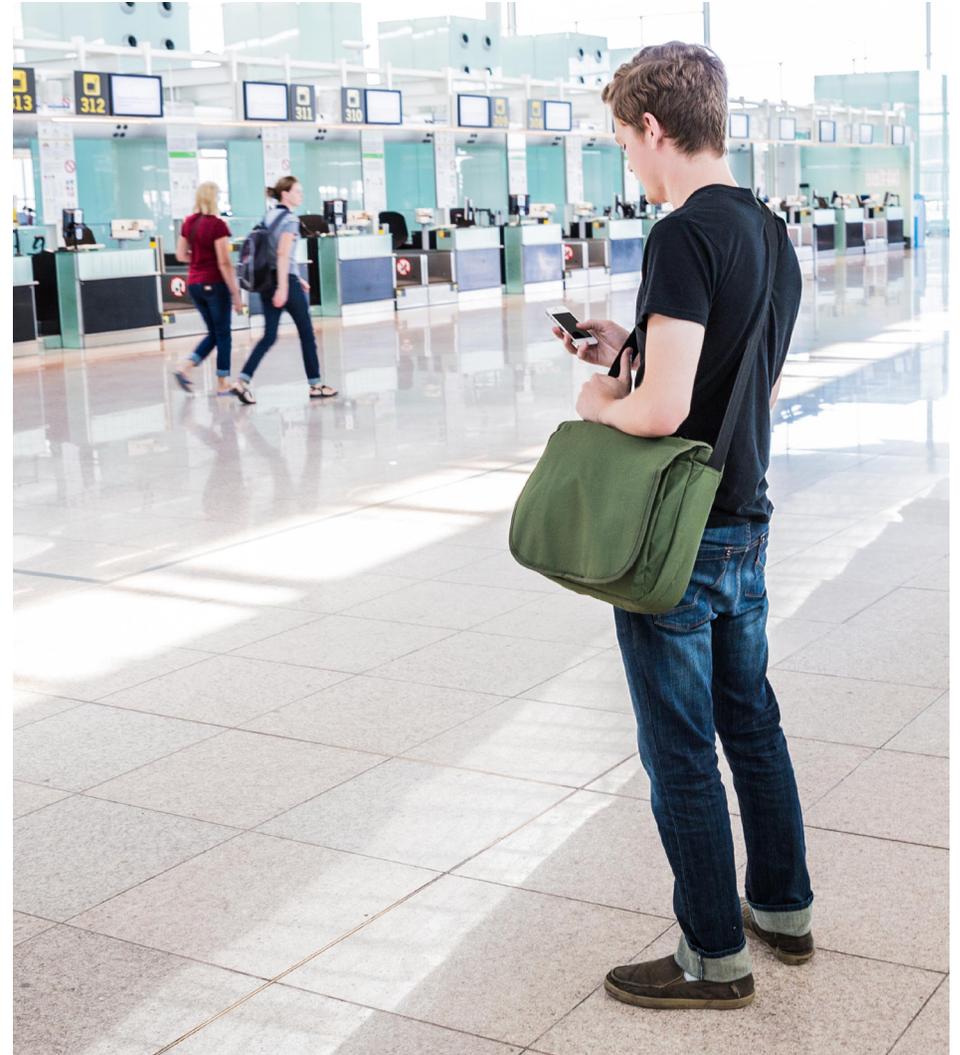
GENERATE NEW REVENUE AND PARTNERSHIPS

What Is the Value of Location-based Advertising over Wi-Fi?

Service providers can generate new revenue by providing contextually-based advertisements to their subscribers. The context can be based on a number of items to help the Service Provider identify the relevant content to provide to their subscribers, including location which is based on the physical movement of consumers within a venue's Wi-Fi zone or hotspot over time. The location information is then combined with user data and context (for example, time of day, season, or environmental conditions). This information can be used by advertisers to personalize and fine-tune location-based push ads and content for higher sales returns. In addition, providers can use location-based analytics to propose creative partnerships that may involve content providers and other advertising specialists such as electronic billboard designers with venue owners and advertisers for additional revenues.

What Problems Does It Help Solve?

As with all advertising, the effectiveness of mobile advertising is directly related to the relevance of the content. Recent studies have shown that 90 percent of consumers who receive content or services based on their location perceive value in that communication. More important for the advertiser, 50 percent of those recipients act on that information. The perceived relevance of advertising based on location boosts its relevance to consumers by 10 to 35 times according to the study. While cellular networks can serve outdoor locations, Wi-Fi can effectively capture indoor location information from consumers within a 3-5 meter radius. When location information is augmented with demographic data, either through a loyalty program or subscriber profiles, the information's relevance and value are further increased.





What Do I Need?

Cisco solutions that to enable you to deliver Location-based Advertising along with many other revenue-generating services include:

Cisco Solution	Description
Cisco Service Provider Wi-Fi Solution	Service providers can offer ubiquitous services and benefits across Wi-Fi networks for location-based advertising across Wi-Fi. Operators can engage with customers in a targeted contextual manner through their mobile devices within the provider's Wi-Fi network (for example, to enable customers to navigate a retail mall, stadium, airport or other large venue, and to receive relevant information based on location, interact with personnel, and enhance their overall experience). In addition, service providers can utilize such capabilities as location analytics to leverage context-aware intelligence to understand subscribers' activities and optimize resources and monetize Wi-Fi users in innovative ways.
Cisco Connected Mobile Experiences (CMX)	<p>Cisco Connected Mobile Experiences is built upon new and existing technologies from Cisco and our partners, now more tightly integrated to power a new type of solution.</p> <ul style="list-style-type: none"> Using the Cisco Service Provider Wi-Fi (SP Wi-Fi) solution, part of our integrated small-cell architecture, Cisco helps service providers capture the Wi-Fi opportunity with solution for mass-market deployments. Cisco Mobility Services Engine (MSE) uses Cisco access points to capture contextual information. The context includes indoor location, dwell time, and other environmental metrics. The captured contextual information is analyzed using base location services and advanced location services supported by the Mobility Services Engine. The resulting data can then be routed by Cisco MSE to trigger the delivery of content and services through applications developed by Cisco and our growing ecosystem of third-party application developers. Through APIs, third-party applications are able to use the Cisco MSE-supplied context to deliver a wide range of mobile applications and services. The scope and types of services are limited only by the providers' imaginations.

What Are the Benefits of Location-based Advertising?

- Generate new revenue from venue owners and advertisers
- Forge multi-party partnerships to further increase revenue opportunities

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with real-time network and application intelligence to offer innovative, revenue generation applications and services that:

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>.